

Positive Alternatives 2015 – Quarterly Update

Grantee: CENTRAL MINNESOTA LIFE CARE CENTER (dba OPTIONS FOR WOMEN)

Goal: To provide positive alternatives to abortion to pregnant and parenting women in central Minnesota

For the period: October 1, 2015-December 31, 2015

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
Administrative Activities	Provide guidance to grant staff; complete grant forms; attend required grant meetings		The executive director provided guidance to grant staff; she and staff also completed grant forms. The executive director attended the PA Grant Meeting on October 7, 2015.	
Outreach	Advertise programs locally; rent billboard for advertising; manage website and Facebook page; print program brochures and posters		Our center advertised monthly in a Spanish speaking newspaper as well as two local newspapers. We put up informational posters with tear-off phone numbers in local businesses and bars. We have a website and a Facebook page, as well as Facebook advertising. We also have an ad that shows before every movie in our local movie theatre.	
Case Management Services	Provide follow-up to pregnant and new mother clients through phone calls or office visits	3	We followed up with 8 clients: followed up on new baby and nursing, birth and moving with new baby, WIC application, New baby with RSV, new job and house, ultrasound results, how birth went, going to college with a new baby.	8
Crib Distribution/ Sleep Safety Education	Provide safe sleep education and cribs	2	Three clients earned a crib by participating in our safe sleep education program. They also earned points for the cribs by participating in the pregnancy and parenting programs.	3

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Financial Assistance	Assist clients with submitting applications for financial assistance programs	1	We assisted 1 client with her “Cradle of Hope” Pack N’ Play applications. This client also participated in our Safe Sleep Program.	1
Hotline	Provide information and counseling 12 hours per day	1	We offered phone counseling to 3 people. One had a question about EWYL, 1 wondered about our maternity clothes and 1 wondered if we offered birth control.	3
Material Support	Provide material assistance and baby equipment (not offered as incentives in education programs)	14	We provided 44 baby items, including used baby clothes, shoes, newborn layettes (5 layettes), and baby furniture (4 items).	44
Nutrition	Provide baby food, formula and referrals to food shelf	6	We provided infant formula and baby food on 15 client visits.	15
Parenting Education	Provide intake assessment, encouragement, instruction and assessment of progress in a parenting education incentive program	60	We had 61 client visits to use our Parenting Education Program. Client advocates discussed the video and worksheet with the clients. Client advocates then assessed their progress and provided them with appropriate incentives.	61
Pregnancy Education	Provide intake assessment, encouragement, instruction and assessment of progress in a pregnancy education incentive program	10	We had 14 client visits to use our pregnancy education program this quarter. Client advocates discussed the videos and worksheets with the clients. Client advocates assessed their progress and provided them with appropriate incentives.	14
Pregnancy Testing	Provide pregnancy testing, assessment for program eligibility and counseling	5	We provided 1 positive and 1 negative pregnancy test this quarter. Client advocates counseled clients. The positive test clients were given a referral list and a list of all the help we could offer them at our center.	2

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Ultrasound	Provide intake assessment, ultrasound services and counseling to women who test positive for pregnancy	3	We provided no Ultrasound testing this quarter.	0

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	0
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	1
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	0
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	4
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	4
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	2

Challenges: Our *Earn While You Learn* program continue to stay very busy every month. We do need to work on getting more women to use our Pregnancy Test and Ultrasound Programs. With this in mind, we continue to advertise before every movie that shows in our local theatre. We also advertise on Facebook and started an account with Twitter. We will be hiring a new part-time employee to help with our center outreach. This new person will be focusing on getting the word out to the public about the great services that we offer at our center.

Comments: